

## Description of TDIA Budget Accounts:

### Revenue Account Descriptions:

- **TAXES:** Property Tax Assessment Only
- **INTEREST:** Interest paid on funds in the bank
- **OTHER:** Revenues from with General Services Administration (GSA) good neighbor contract program; revenues from vender fees and special events such as at downtown marketplace.
- **INTERFUND TRANSFER:** Unexpended funds from previous years that are rolled forward for expenditure on non-administrative costs per a 1993 TDIA policy on this issue. These are NOT city general revenue funds.
- **CITY:** Contract services revenues that are matched and passed through TDIA for Marketplace and business development projects.

### Expense Account Descriptions:

- **PERSONAL SERVICE ACCOUNTS:** All accounts in this section are for Marilyn except the "Temp Salary" account which is for the Administrative Assistant position.
  
- **OPERATING EXPENSE ACCOUNTS:** All accounts in this section are for the normal operations of the TDIA, including the following:
  - **REPRODUCTION:** This is an old copying account (no longer in use by the TDIA)
  - **CONTRACT SERVICES:** Attorney's fees, website upkeep, e-mail system, office operations related, DSL expenses, long distance and local telephone services.
  - **POSTAGE:** for outgoing mail...self explanatory account
  - **OFFICE SUPPLIES:** Paper, printer cartridges, staples, clips, pens, etc.
  - **TRAVEL:** Funding for six trips per year for Executive Director, including to Florida Redevelopment Association meetings
  - **SUBSCRIPTIONS:** For magazines including Florida Trend, Florida Real Estate Journal and other Redevelopment specific magazines.
  - **MEMBERSHIPS:** International Downtown Redevelopment Association, Florida Redevelopment Association, Local Chamber of Commerce, Tallahassee Area Convention & Visitors Bureau
  - **RENT:** \$400 per month for subleased office space from the Barrett Law Firm.

- **PROJECT ACCOUNTS:** The accounts in this section are for all other expense accounts of the TDIA
  - ***MAINTENANCE & CLEANUP:*** TDIA pays for part of the county supervisor costs (for inmate/probation labor) for cleanup after TDIA sponsored events held downtown on Saturdays.
  - ***DEVELOPMENT PROJECTS:*** This is where the TDIA Board directs most of its project account funding. Examples of this include the contract for Downtown Pedestrian Community Plan (\$50K), publishing, marketing and advertising in the Tallahassee visitor's guide.
  - ***CITY SHARE MARKETING:*** This is for an annually approved contract with Susan Stratten to do business development & downtown marketplace work (for approximately 40 Saturdays). Part of Ms. Stratten's work also includes maintenance of a list of available downtown properties, producing marketing packages and meeting with local retailers re: retention and expansion efforts. The City flows \$ through the TDIA for this contract each year for these purposes (see "City" Revenue Account).
  - ***MARKETPLACE BUSINESS DEVELOPMENT:*** The TDIA's contribution to City Share Marketing efforts is held in this account. This is the TDIA match to the city under the contract with Ms. Stratten. There are two contracts: One between the City and TDIA another between the TDIA and Ms. Stratten (Copies of both contracts are on file with County staff).
  - ***CONSTITUENT SERVICES:*** This account pays for media events that arise over time, such as the Eleanor Doyle retention project. This line item will fund broadcast media, e-mail, mailers and other targeted marketing efforts to benefit downtown retailers and other constituencies.
  - ***MARKETING:*** This was similar to Marketplace and Business Development and is an account that is no longer used.